

## ORDER



KLAS

Orders Order / Rev: 37088  
 Alt Order #: 08853844  
 Product Desc: ISSUE  
 Estimate: 1576  
 Flight Dates: 09/25/12 - 10/01/12  
 Original Date / Rev: 08/23/12 / 08/23/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: Great American Media  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1010 Wisconsin Avenue NW  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: DCCC  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV1  
 Revenue Codes: AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:10:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	38	\$36,800.00	\$31,280.00
10/01/12	10/01/12	10	\$17,650.00	\$15,002.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	38	\$36,800.00	\$31,280.00	0.00
October 2012	10	\$17,650.00	\$15,002.50	0.00
Totals	48	\$54,450.00	\$46,282.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$54,450.00
Market	100%	\$181,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$45,375.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$9,075.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	10/01/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$800.00	LV1	0.00	NM	2	\$1,600.00
8 NEWS NOW AT 5A															
Start Date		End Date		Weekdays		Spots/Week		Rate	Rating						
Week: 09/25/12		10/01/12		MTWTF--		2		\$800.00	0.00						
E 2	8	09/25/12	10/01/12	CM	6-7a	MTWTF--	:30	4	\$900.00	LV1	0.00	NM	4	\$3,600.00	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				8 News Now 6a M-F												
				8 News Now 6a M-F												
				8 NEWS NOW AT 6A												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/25/12	10/01/12	MTWTF--	4	\$900.00								
E 3	8	09/25/12	10/01/12	CBS This Morning	7-9a CM	7-9a		MTWTF--	:30	5	\$800.00	LV1	0.00	NM	5 \$4,000.00	
				CBS This Morning												
				CBS THIS MORNING												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/25/12	10/01/12	MTWTF--	5	\$800.00								
E 4	8	09/29/12	09/29/12	CBS Early Show - Sat.	CM	5-7a		-----S-	:30	1	\$450.00	LV1	0.00	NM	1 \$450.00	
				CBS Early Show - Sat.												
				CBS THIS MORNING SATURDAY												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/24/12	09/30/12	-----S-	1	\$450.00								
E 5	8	09/30/12	09/30/12	8 News Now Sun AM #1	CM	8 News Now Sun A-----S			:30	1	\$400.00	LV1	0.00	NM	1 \$400.00	
				8 News Now Sun AM #1												
				8 NEWS NOW SUNDAY MORNING- #1												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/24/12	09/30/12	-----S	1	\$400.00								
E 6	8	09/25/12	10/01/12	Live w/Kelly	CM	9-10a		MTWTF--	:30	3	\$750.00	LV1	0.00	NM	3 \$2,250.00	
				Live With Regis & Kelly												
				LIVE! WITH KELLY												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/25/12	10/01/12	MTWTF--	3	\$750.00								
E 7	8	09/25/12	10/01/12	8 News Now Noon M-F	CM	12-1230p		MTWTF--	:30	4	\$750.00	LV1	0.00	NM	4 \$3,000.00	
				8 News Now Noon M-F												
				8 NEWS NOW AT NOON												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/25/12	10/01/12	MTWTF--	4	\$750.00								
E 8	8	09/25/12	10/01/12	Ellen	CM	3-4p		MTWTF--	:30	1	\$900.00	LV1	0.00	NM	1 \$900.00	
				Ellen												
				ELLEN												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/25/12	10/01/12	MTWTF--	1	\$900.00								
E 9	8	09/29/12	09/29/12	Politics Now S	Sebelius CM	Various		-----S-	:30	1	\$350.00	LV1	0.00	NM	1 \$350.00	
				Politics Now S	Sebelius	(5:30 PM-6:00 PM)										
				THE INSIDER WEEKEND												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/24/12	09/30/12	-----S-	1	\$350.00								
E 10	8	09/30/12	09/30/12	Sun 530-6p	Ins Ed Wkn CM	530-6p		-----S	:30	1	\$550.00	LV1	0.00	NM	1 \$550.00	
				Inside Edition Wknd												
				INSIDE EDITION												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/24/12	09/30/12	-----S	1	\$550.00								
E 11	8	09/25/12	10/01/12	8 News Now 4p	M-F	CM	4-5p		MTWTF--	:30	4	\$1,100.00	LV1	0.00	NM	4 \$4,400.00
				8 News Now 4p M-F												
				8 NEWS NOW AT 4PM & 430PM												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/25/12	10/01/12	MTWTF--	4	\$1,100.00								
E 12	8	09/25/12	10/01/12	8 News Now 5-630p	M-FCM	5-630p		MTWTF--	:30	4	\$1,300.00	LV1	0.00	NM	4 \$5,200.00	
				8 News Now 5-630p M-F												
				8 NEWS NOW ROTATION												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/25/12	10/01/12	MTWTF--	4	\$1,300.00								
E 13	8	09/29/12	09/29/12	8 News Now Sat 5-7p	CM	5-7p		-----S-	:30	1	\$700.00	LV1	0.00	NM	1 \$700.00	
				8 News Now Sat 5-7p		(5:00 PM-5:30 PM)										
				8 NEWS NOW AT 5PM-SAT												
				Start Date	End Date	Weekdays	Spots/Week		Rate							
				Week: 09/24/12	09/30/12	-----S-	1	\$700.00								
E 14	8	09/29/12	09/29/12		CM	5-7p		-----S-	:30	1	\$700.00	LV1	0.00	NM	1 \$700.00	

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8 News Now Sat 5-7p 8 News Now Sat 5-7p (6:30 PM-7:00 PM)															
8 NEWS NOW AT 630PM-SAT															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12	09/30/12	-----S-		1	\$700.00	0.00									
E 15	8	09/30/12	09/30/12	8 News Now Sun 5-7p CM	5-7p	-----S	:30	1	\$1,200.00	LV1	0.00	NM		1 \$1,200.00	
8 News Now Sun 5-7p (6:30 PM-7:00 PM)															
8 NEWS NOW AT 630PM-SUN															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12	09/30/12	-----S		1	\$1,200.00	0.00									
E 16	8	09/25/12	10/01/12	630-7p Inside Edition CM	630-7p	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM		2 \$2,400.00	
Inside Edition															
INSIDE EDITION															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/25/12	10/01/12	MTWTF--		2	\$1,200.00	0.00									
E 17	8	09/25/12	10/01/12	7-8p Rotator CM	7-8p	MTWTF--	:30	3	\$1,200.00	LV1	0.00	NM		3 \$3,600.00	
7-8p Rotator															
ET/INSIDER															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/25/12	10/01/12	MTWTF--		3	\$1,200.00	0.00									
E 18	8	09/29/12	09/29/12	Sat 7-8p - ET Wknd CM	7-8p	-----S-	:30	1	\$500.00	LV1	0.00	NM		1 \$500.00	
Ent Tonight Weekend															
ET WEEKEND															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12	09/30/12	-----S-		1	\$500.00	0.00									
E 19	8	10/01/12	10/01/12	Mon 8-9p CM	8-9p	M-----	:30	1	\$8,500.00	LV1	0.00	NM		1 \$8,500.00	
How Met Mother/ Partners (8:00 PM-9:00 PM)															
HOW I MET MOTHER/2 BRKE GRL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/01/12	10/07/12	M-----		1	\$8,500.00	0.00									
E 20	8	09/25/12	10/01/12	8 News Now 11p M-F CM	11-1135p	MT--FSS	:30	4	\$1,900.00	LV1	0.00	NM		4 \$7,600.00	
8 News Now 11p M-F															
8 NEWS NOW AT 11PM															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/25/12	10/01/12	MT--FSS		4	\$1,900.00	0.00									
E 21	8	09/29/12	09/30/12	8 News Now 11p Sa/SuCM	11-1135P	-----SS	:30	2	\$900.00	LV1	0.00	NM		2 \$1,800.00	
8 News Now Sa/Su 11p															
8 NEWS NOW AT 11PM-WKND															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/24/12	09/30/12	-----SS		2	\$900.00	0.00									
E 22	8	09/25/12	10/01/12	Letterman Letterman CM	1135p-1237a	MTWTF--	:30	1	\$750.00	LV1	0.00	NM		1 \$750.00	
(11:35 PM-12:37 XM)															
LATE SHOW W/LETTERMAN															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/25/12	10/01/12	MTWTF--		1	\$750.00	0.00									
												Totals	48	\$54,450.00	